Advertising Options

There are several options for advertising online with ATRA. Below is a listing of what we currently offer in online advertisements.

WEBSITE ADS

- **Top Banner Position**—Positioned on the top of the majority of pages on ATRA Online website (limited to 10 paid advertisements). These ads rotate with all the ads on file each time the user clicks a link on the page.

- **Home Page**—There are five ads available on the home page. Two are the large (125x125) ads and the other three are the small (120x40) ads. There is no advertisement rotation on these pages.

- **Login Page**—There are three positions of ads available on the login page. All are the large (125x125) ad and each position holds three ads. There is no advertisement rotation on these pages.

- **Center Pages**—There are six centers available for advertising on the ATRA Online website. Each center offers two large (125x125) ads and three small (120x40) ads. There is no advertisement rotation on these pages.

- **Support Pages**—There are other additional pages available for advertising in our support sections. Help, FAQ, Downloads and Search pages. Each page offers two large (125x125) ads and three small (120x40) ads. There is no advertisement rotation on these pages.

SUPPLIER SOLUTIONS

ATRA Online Supplier Solutions are available to ATRA Supplier Members only to place links within the complaint Search section of ATRA’s Tech Center on the ATRA Online website. You can place as many links as you’d like based on the complaint within a particular transmission. Once the search has been performed by the user, the Supplier Solutions image will display at the top of the page. All links will be randomly rotated to prevent higher positioning or favorability towards a particular supplier. The user will then have an option to select the suppliers link to take them to their website that addresses this “solution”. Links that direct the user back to the suppliers home page will not be allowed. All links are approved by ATRA Technical staff prior to going online to ensure a legitimate link.

eNEWSLETTER

ATRA’S eNewsletter is a monthly publication sent on or around the 1st of each month. Each issue has an advertising section and has advertising space for two ads. The ad size is 125 x 125 pixels.

Rates

ATRA Online is able to offer some of the lowest advertising rates on the Internet. By contracting for banner space now, you can take advantage of this opportunity. Plus, you can receive **10% OFF if you pay one year in advance.**

Payment Information

Payment can be accepted by check for US funds, made out to ATRA or by credit card. Payment must be received before ad appears online.

How to place your online ad?

Complete the following order form and fax to ATRA at 805-604-2008

or

Contact Frank at (805) 604-2023
### SECTION 1: Member Information

<table>
<thead>
<tr>
<th>Contact Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Name</td>
<td>ATRA Account #</td>
</tr>
<tr>
<td>Business MAILING Address</td>
<td>Suite #</td>
</tr>
<tr>
<td>City</td>
<td>State/Province</td>
</tr>
<tr>
<td>Zip/Postal Code</td>
<td>Phone Number</td>
</tr>
<tr>
<td>Country</td>
<td></td>
</tr>
<tr>
<td>Email Address</td>
<td></td>
</tr>
<tr>
<td>Website Address (Required)</td>
<td>http://</td>
</tr>
</tbody>
</table>

### SECTION 2: Select Ad Size and Location

Please select the page you'd like the ad to appear, the size/position and the URL you'd like your ad to link to. Ads must be different if multiple ads per page are purchased. (Use blank lines for multiple ads on the same page.)

<table>
<thead>
<tr>
<th>PAGE</th>
<th>SIZE/POSITION</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Every Page (Banner Ad Only)</td>
<td>Top Banner</td>
<td>http://</td>
</tr>
<tr>
<td>☐ Home Page</td>
<td>☐ Large ☐ Small</td>
<td>http://</td>
</tr>
<tr>
<td>☐ Login Page</td>
<td>☐ Large ☐ R or ☐ L</td>
<td>http://</td>
</tr>
<tr>
<td>☐ Tech Center</td>
<td>☐ Large ☐ Small</td>
<td>http://</td>
</tr>
<tr>
<td>☐ Member Center</td>
<td>☐ Large ☐ Small</td>
<td>http://</td>
</tr>
<tr>
<td>☐ Warranty Center</td>
<td>☐ Large ☐ Small</td>
<td>http://</td>
</tr>
<tr>
<td>☐ Events Center</td>
<td>☐ Large ☐ Small</td>
<td>http://</td>
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<tr>
<td>☐ Test Center</td>
<td>☐ Large ☐ Small</td>
<td>http://</td>
</tr>
<tr>
<td>☐ Spanish Center</td>
<td>☐ Large ☐ Small</td>
<td>http://</td>
</tr>
<tr>
<td>☐ Help Page</td>
<td>☐ Large ☐ Small</td>
<td>http://</td>
</tr>
<tr>
<td>☐ FAQ Page</td>
<td>☐ Large ☐ Small</td>
<td>http://</td>
</tr>
<tr>
<td>☐ Downloads</td>
<td>☐ Large ☐ Small</td>
<td>http://</td>
</tr>
<tr>
<td>☐ Search</td>
<td>☐ Large ☐ Small</td>
<td>http://</td>
</tr>
</tbody>
</table>

### SECTION 3: Select Advertising Term

<table>
<thead>
<tr>
<th>Start Date</th>
<th>Advertising Term</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong><strong><strong><strong><strong>/</strong>_______/</strong></strong></strong></strong></td>
<td>☐ 3 Months ☐ 6 Months ☐ 1 Year</td>
</tr>
</tbody>
</table>

For Office Use Only
SECTION 4: Rate Calculator

<table>
<thead>
<tr>
<th>QTY</th>
<th>RATE</th>
<th>MONTHS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

TOTAL DUE $____________

SECTION 5: Payment Information
- Credit Card
- Amex
- Discover
- M/C
- Visa
- Check Enclosed

Credit Card Number
Exp. Date
Cardholder Name

SECTION 6: Other Information
Have you purchased banner/online advertising in the past?
- Yes
- No

If so, Where?

What are your advertising campaign goals, expectations or requirements?

Are there specific questions or information you need?

SECTION 7: Artwork
- Please create an ad for me at the rate of $140/hour.

- I will provide my own ad.

I HAVE READ, UNDERSTAND AND AGREE TO BE BOUND BY ATRA’S ONLINE ADVERTISING TERMS AND CONDITIONS.

Name __________________________________________ Date ______________________________________

11/2005
**SECTION 1: Supplier Information**

<table>
<thead>
<tr>
<th>Contact Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Name</td>
<td>ATRA Supplier ID #</td>
</tr>
<tr>
<td>Business MAILING Address</td>
<td>Suite #</td>
</tr>
<tr>
<td>City</td>
<td>State/Province</td>
</tr>
<tr>
<td>Zip/Postal Code</td>
<td>Fax Number</td>
</tr>
<tr>
<td>Country</td>
<td></td>
</tr>
<tr>
<td>Email Address</td>
<td></td>
</tr>
<tr>
<td>Website Address (Required)</td>
<td>http://</td>
</tr>
</tbody>
</table>

**SECTION 2: Calculate Totals**

\[ \text{QTY} \times \text{RATE} \times \text{ISSUES} = \text{TOTAL} \]

\[ ___ \times 150.00 \times ________ = \$____________ \]

TOTAL DUE $____________

**SECTION 3: Select Issues you'd like to participate**

- Jan
- Feb
- Mar
- Apr
- May
- Jun
- Jul
- Aug
- Sep
- Oct
- Nov
- Dec

I HAVE READ, UNDERSTAND AND AGREE TO BE BOUND BY ATRA'S SUPPLIER SOLUTIONS TERMS AND CONDITIONS.

Name ______________________________________________

Date __________________________________________________

**SECTION 4: Payment Information**

- Credit Card
- Check Enclosed
- Amex
- Discover
- M/C
- Visa

Credit Card Number

Exp. Date Code

Cardholder Name

ADS WILL NOT BE INCLUDED UNTIL PAYMENT IS RECEIVED.

eNEWSLETTER ADVERTISING RATES

Rates are monthly and payments must be received prior to advertisement appearing online.

The ATRA's eNewsletters are a monthly publication sent out on or around the 1st of each month.

**TERMS AND CONDITIONS**

1. Advertisers acknowledge that ATRAonline.com advertisements are for ATRA Supplier Members only. ATRA will not accept advertisements from entities other than Supplier Members of ATRA.

2. All ads must be related to or be beneficial for the transmission rebuilding industry.

3. The following types of advertisements will NOT be allowed within an ATRA eNewsletter: Ads containing pornographic material, sites with links to pornographic sites, sites encouraging illegal activity, sites that promote or utilize software or services designed to deliver unsolicited e-mail, or any other sites that our administrators consider to be inappropriate for any reason.

4. ATRA allows you to place as many advertisements as you wish. However, there are a limited number of advertisements allowed per issue.

5. When joining ATRA's email advertisement program, we review all advertisements prior to activating. This is done to protect all members. If a member advertises on another site then we are not able to review that website for appropriate content.

6. No advertising material will be accepted if it is slanderous another Supplier Member or makes mention of another Supplier Member's name.

7. All members and supplier members agree to utilize the services of the ATRA eNewsletter and ATRAonline.com at their own risk. ATRA, its administrators, partners and sponsors cannot be held liable for any damage or loss of information that may occur from the use of the services of the eNewsletter nor ATraonline.com. The administrators of ATRA and ATRAonline.com do not make any guarantees regarding the dependability, accuracy, or timeliness of the services of eNewsletter or ATRAonline.com.

8. ATRA reserves the right to modify these Terms and Conditions. Members and supplier members agree to remain in compliance with these Terms and Conditions as they may be modified and amended from time to time.

9. Advertisements in the eNewsletter are limited and available on a first-come first served basis. New advertisements submitted after spaces have been filled, will be held until the space opens up for additional listings.

**ARTWORK REQUIREMENTS:**

- Artwork must be in GIF or JPG format and a maximum file size of 10K.
- Acceptable Art Size is 125 x 125 pixels. No animation.

**CANCELLATIONS:**

- Accepted on or before the space order closing date. Advertisers who cancel after ad has been displayed in eNewsletter are responsible for payment in full. Contact our Membership Department today for more information.
SECTION 1: Supplier Information

Contact Name
Title
Business Name
ATRA Supplier ID #
Business MAILING Address
Suite #
Phone Number
City
State/Province
Zip/Postal Code
Fax Number
Country
Email Address
Website Address (Required)

SECTION 2: Calculate Totals

<table>
<thead>
<tr>
<th>QTY</th>
<th>RATE</th>
<th>MONTHS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>___</td>
<td>___</td>
<td>______</td>
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</tr>
</tbody>
</table>

TOTAL DUE = $__________

SECTION 3: Select Months you'd like LINKS to display online

- Jan
- Feb
- March
- April
- May
- June
- July
- Aug
- Sep
- Oct
- Nov
- Dec
- All 12 Months

SECTION 4: Payment Information

- Credit Card
- Check Enclosed
- Amex
- Discover
- M/C
- Visa

Credit Card Number
Exp. Date
Code
Cardholder Name

ADS WILL NOT APPEAR ONLINE UNTIL PAYMENT IS RECEIVED.

I HAVE READ, UNDERSTAND AND AGREE TO BE BOUND BY ATRA'S SUPPLIER SOLUTIONS TERMS AND CONDITIONS.

Name
Date

SUPPLIER SOLUTIONS RATES

Rates are monthly and payments must be received prior to advertisement appearing online.

<table>
<thead>
<tr>
<th>Website Location</th>
<th>Dimensions</th>
<th>Cost Per Mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplier Solution Link</td>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>Supplier/Product Logo Link</td>
<td>120 x 40 included</td>
<td></td>
</tr>
</tbody>
</table>

TERMS AND CONDITIONS

1. Advertisers acknowledge that ATRAonline.com advertisements are for ATRA Supplier Members only. ATRA will not accept advertisements from entities other than Supplier Members of ATRA.
2. All ads must be related to or be beneficial for the transmission rebuilding industry and must specifically address the Complaint/Symptom for the transmission selected.
3. The following types of advertisements will NOT be allowed on ATRAonline.com: Ads containing pornographic material, sites with links to pornographic sites, sites encouraging illegal activity, sites that promote or utilize software or services designed to deliver unsolicited e-mail, or any other sites that our administrators consider to be inappropriate for any reason.
4. ATRAonline.com allows you to place as many advertisements as you wish. However, there are a few pages that only allow a certain amount of advertisements.
5. When joining ATRAonline.com’s Supplier Solutions program, we review all links prior to activating. This is done to protect all members. If a member advertises on another site then we are not able to review that website for appropriate content.
6. No advertising material will be accepted if it is slandering another Supplier Member or makes mention of that Supplier Members name.
7. All members and supplier members agree to utilize the services of ATRAonline.com at their own risk. ATRAonline.com, its administrators, partners and sponsors cannot be held liable for any damage or loss of information that may occur from the use of the services of ATRAonline.com. The administrators of ATRAonline.com do not make any guarantees regarding the dependability, accuracy, or timeliness of the services of ATRAonline.com.
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9. Advertisements online are limited and available on a first-come first served basis. New advertisements submitted after spaces have been filled, will be held until the space opens up for additional listings.

Artwork Requirements:
- Artwork must be in GIF or JPG format and a maximum file size of 10K.
- Logo specifications cannot exceed 120 pixels wide and 40 pixels tall and a maximum file size of 10K.
- Animations - No animation will be allowed for product logos or company logos.
- All artwork needs to be submitted on floppy disk with this agreement or emailed to webmaster@atra.com.

Cancellations:
- Accepted on or before the space order closing date. Advertisers who cancel after ad has been displayed online are responsible for payment in full. Contact our Online Department today for more information.